

## **Definition**

Morph:
To change the
form or character
of: Transform

<u>Our Motto</u>

At morPHH we pride ourselves in the ability to take our client's vision to the next level.

We found a way
to mesh our
passion for design
with our personal
identities.

Transforming spaces

IDSN 3202
Professor Charles Gustina
Assignment #1
April 12, 2018

Avery Hallstrand, Kiyah Harris, & Katelyn Pruett

## FID



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## Client:

### **About**

- Founded: New York City, New York 1983
- Founders: Hans & Florence Knoll
- Use modern design to connect people to their work, lives, and world
- Distinct modern sensibility
- Modern furniture should complement architectural space, not compete with it

- Commitment to modern design
- Dedication to sustainable design
- How people interact with their environments, and vice versa
- Strengths: office systems, seating, furniture, textiles, leather, and architectural and acoustical elements
- Able to draw on a range of products and services

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7	Veterans (1922-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Generation Y (1981–2000)	
Core Values	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social	
Family	Traditional Nuclear	Disintegrating	Latch-key kids	Merged families	
Education	A dream	A birthright	A way to get there	An incredible expense	
Communication Media	Rotary phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones E-mail	
Dealing with Money	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save, save	Earn to spend	

## 1<sup>st</sup> research topic:Generational aptitudes and preferences

Different generations have dissimilar expectations, needs and demands.

It is vital that each of these differences are thoroughly analyzed and understood as they can affect the overall performance of the workers and potentially the workplace.

### Crossing the generation requirements:

- · Understand each generation work styles.
- · Communication between on another for a better understanding
- Express opinions or viewpoints
- Connection
- Mentoring
- Consideration of generational values
- Shared perceptions
- Finding commonality

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# FIFE



## 2<sup>nd</sup> Research Topic: Sales strategies

The most effective way to close deals and generate growth within a business is to carefully plan and build a solid marketing strategy.

### **Effective sales strategies:**

- Know your competition
- Set and track measurable goals
- Develop a feedback system
- · Identify clients with a real need for additional services
- Be genuine with your clients
- Make your client feel important, understood, and valued
- Reassure your clients that you are the right long term partner
- provide a powerful perception of value
- explain where the clients' money is going

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## Space program

Support			- XV					
PERSONNEL								
Position	Support/F	Equipment	Unit	Extended	Location	Notes	Department Summary	
	Current	Future	Square Ft.	Sq. Feet			Information:	an - Colored
workstation 1		87	36	3132			Personnel	7304 Square F
workstation 2		20	48	960			Equipment	4975 Square F
workstation 3		8	64	512			Sub Total:	12279 Square F
				0			Circulation	1.54
office 1		10	120	1200			Total program usable	18910 Square F
office 2		15	100	1500				
				0	S 8			
				0			total usable plan	18000 Square F
				0		*		
			- 4	0		45		
			1	0				
	2000			0	+		***************************************	0000000
				0			Interviewee:	
				0			Interview Date:	
Personnel Totals:	0	140		7304			Revision Submitted:	
Personner rotars.	0	140		1304			Sign Off.	
SUPPORT/EQUIPMENT SPACE	CES							
<u>Space</u>	Support/f	Equipment	Unit	Extended	Location	Notes	Department Notes:	
	Current	Future	Square Feet	Sq. Feet				
			400	0				
Reception	1		400		Direct access to Broadcast, Executive, Mktg	Waiting for 6, TV's		
Conference Deam 4		4	450	0	Ob acced by all areas	Full AV		
Conference Room 1 Conference Room 2	1	1	525	525	Shared by all areas	Full AV		_
Café		1	300	300				
Lounge	60000 60000	11	300	3300		1	_	-
Lourige		211	5000	3300				
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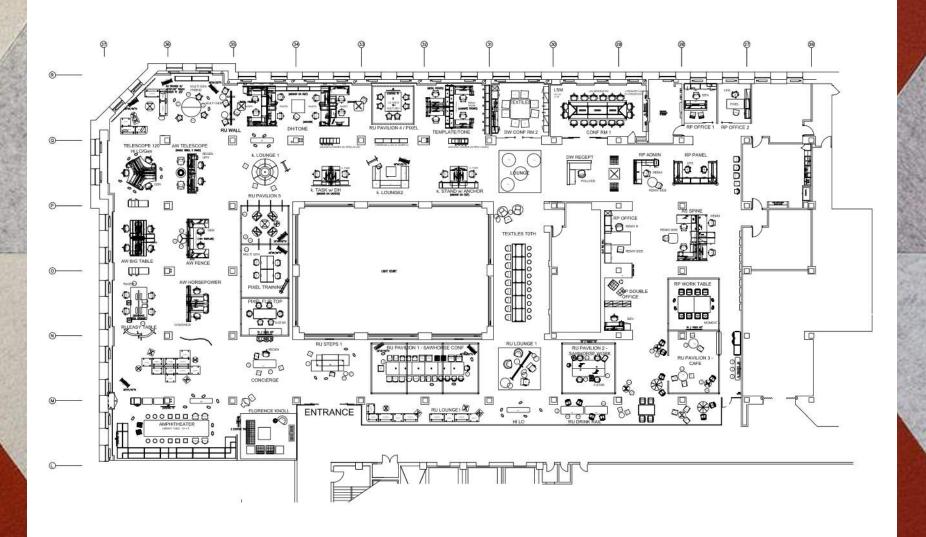
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## FIDE

- Purpose: combination office and retail space
- Total program usable: 19,000 sq ft

## Site evaluation



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## Site evaluation cont.













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## Concept: fluidity

### Research

- Bauhaus background
- Barcelona pavilion
- Linking architecture to interior
- Minimalism
- Modern focus

## Core value

Creating a space that effects "how people interact with their environment and how their environment impacts what they do" -Knoll

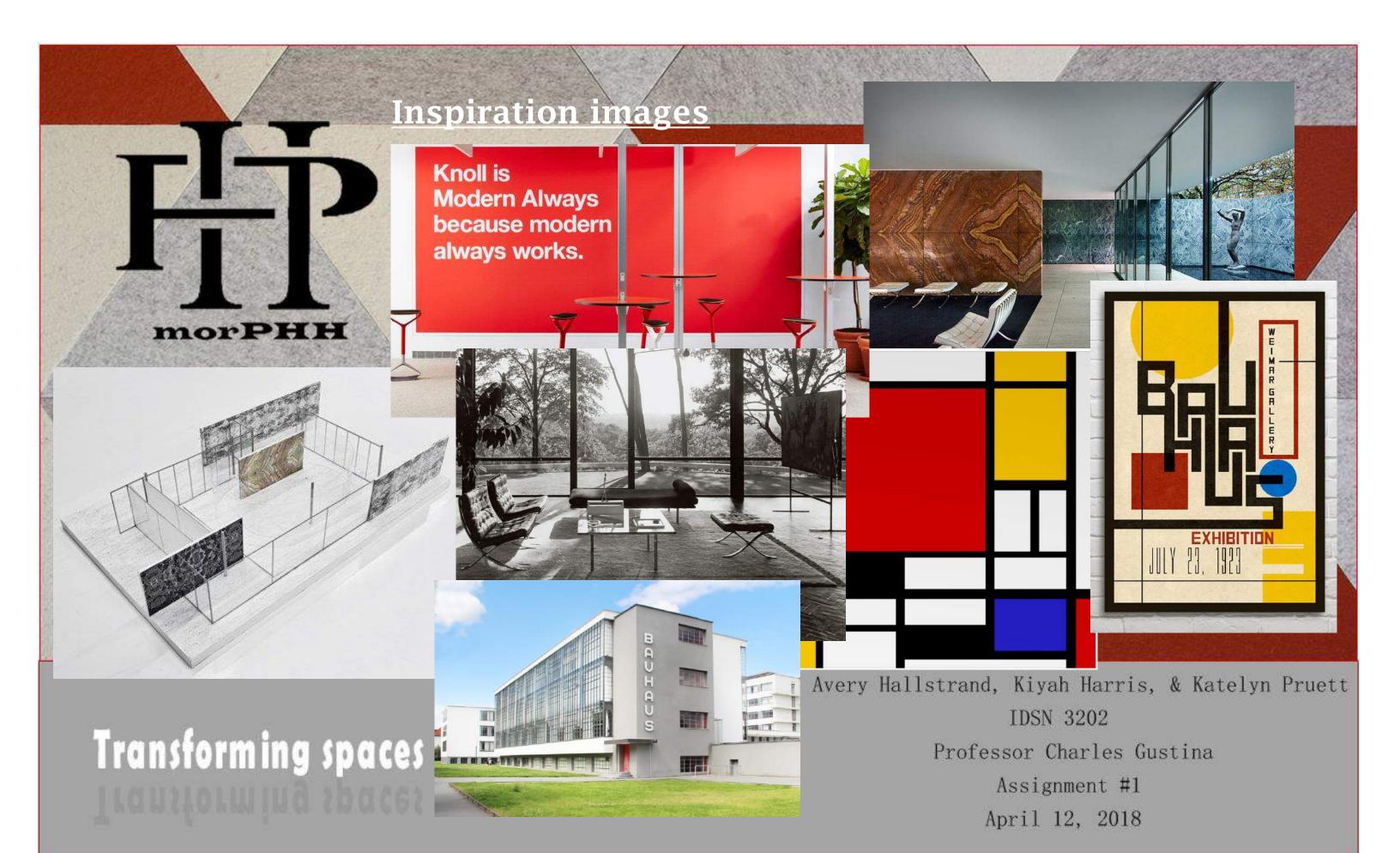
## **Objectives**

- Free flowing navigation
- No defined barriers-open
- Conceptual not visual
- Innovative
- Less is more
- Focus on form
- Sustainability
- Balance
- Clean

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## Challenge resolution statement

- Design challenge:

   Incorporating each of the 5 workplace
   planning approaches
- Solution:
  - Analyze purpose of each workplace
  - Keep concept in mind in layout process

- Design challenge: Using 5 of the 8 constellations in the design
- Solution:
  - Analyze unique purpose of each brand
  - Assign according to purpose of workplace

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